



INFORMATION

FOR IMMEDIATE RELEASE

CONTACT: David A. Kaminer

or Paul M. Fleming

(215) 337-7100

NEW COMMERCIALS, NETWORK PRIME-TIME TV EXPOSURE

HIGHLIGHT BIGGEST AD CAMPAIGN IN COMMODORE HISTORY

--

'TV Will Help Us Sell More Computers in Next 12 Months Than the Entire Industry Sold Last Year' says Kit Spencer

VALLEY FORGE, PA, Feb. 4, 1982 -- Commodore Computers, in a major effort to achieve its aim of "selling more computers in the next 12 months than the entire industry sold last year," has announced the largest advertising campaign in its history will begin soon with a prime-time schedule of major TV events.

The TV campaign breaks on Wednesday, Feb. 24, when the first commercial airs on the annual Grammy Awards program on CBS. The preliminary schedule of Commodore commercials includes major events on all three networks in addition to the Entertainment and Sports Programming Network (ESPN).

"We are going to war against the TV game machines," said Kit Spencer, vice president-marketing of Commodore's Computer Systems Division, "This war will be fought on the nation's airwaves as well as in print. We know we have a product in our VIC 20TM home computer that is unmatched in price and performance, and we know, too, that the public is tired of getting 'just games' for its hard-earned money.

"Commodore will spend more in this campaign than it has in its entire 24-year history," Spencer said. "We fully intend to meet ATARI, INTELLIVISION, and others head-on, and to tell the public 'why buy just a game machine when you can have a home computer for about the same price.' That's the message carried by our TV and print spokesperson, William Shatner. It's all part of our clear corporate objective to gain a major share of the home and personal computer markets in the U.S.A."

-- more --

COMMODORE BUSINESS MACHINES, INC. - COMPUTER SYSTEMS DIVISION

681 Moore Road, King of Prussia, PA 19406 — (215) 337-7100

NEW COMMERCIALS, NETWORK PRIME-TIME TV EXPOSURE
HIGHLIGHT BIGGEST AD CAMPAIGN IN COMMODORE HISTORY

Commodore will purchase prime, news, sports, and late night time from the major networks.

Among the events on which Commodore will purchase time on ABC will be the much-ballyhooed world's heavyweight championship prize fight between champion Larry Holmes and challenger Gerry Cooney, as well as the Kentucky Derby, the Indianapolis 500, and numerous Wide World of Sports programs.

Commodore's NBC sports schedule will include Wimbledon tennis preview and tournament action, Major League Baseball, WBC boxing, and Atlantic Coast Conference college basketball playoffs.

Additional sports time purchased by Commodore includes NCAA college basketball playoffs, NFL Draft Preview and Draft, World Championship Tennis, Top Rank Boxing, North American Soccer League, and PGA golf on ESPN.

On ABC, Commodore commercials will be seen on ABC World News Tonight, ABC Nightline, ABC Late World News, and ABC Weekend World News, as well as the Night of 100 Stars. Additional ABC buys by Commodore include 20/20, Monday Night Movie, Today's FBI, Hart to Hart, and the Sunday Night Movie.

NBC programs with Commodore commercials include the Tonight Show starring Johnny Carson, Hill Street Blues, Sunday Movie, CHiPs, Maverick, Real People, McClain's Law, Bob Hope, Saturday Night Live, SCTV, and the NBC Late Movie.

"We will be reaching virtually every household in the U.S. with our new messages," said Spencer, "and we feel confident that our message that 'you need not spend much more than now being spent on a simple game machine to get a home computer system' will be delivered. Our commercials will be innovative and informative, and should help further increase traffic at the numerous department, hi-fi, and computer stores carrying the VIC 20 home computer line.

"In today's tough economy, people want to receive maximum value for their hard-earned dollars. Commodore has always delivered the most for the money, and our price/performance ratio is unmatched in our industry. Add that to the additional exposure we will be gaining through this ad campaign, and it's obvious that our acceptance and our growth will continue," he concluded.



inter-office memo

To: Advertising Department Date: 2/4/82

From: Jody Miller

cc: Kornhauser & Calene
VIC Department
Customer Support Department
Kit Spencer

Subject: Inaccuracies in Personal
Computer Comparison Chart

We have been informed by Texas Instruments legal counsel that certain product features as listed in our Personal Computer Comparison Chart are incorrect. A corrected sheet is attached for your information.

If this sheet (which appears in the Commodore VIC 20 Newsletter) is being used for end-user or dealer information purposes, please be sure that the corrected items are indicated.

All current and future ad/brochure copy will have the correct information indicated.

Personal Computer Comparison Chart

Product Features	Commodore VIC 20	Atari 400	TI 99/4A	TRS-80 Color Computer
Price*	\$299.95	\$399.95	\$525.00	\$399.50
Total Memory Standard	25K	26K	42K	12K
Memory (RAM)	5K	16K	16K	4K
Memory (RAM) Expansion to	32K	Not Available	Not Available	48K 32K
Keyboard Style	Full-Size Typewriter-Style	Flat Plastic Membrane	Half-size Typewriter-Style	FULL-SIZE Calculator-Style
Number of Keys	66	57	40	48 53
Programmable Function Keys	4	0	0	0
Graphic Symbols on Keyboard	62	0	0	0
Displayable Characters	512	256	64 256	256
Basic Language	Microsoft Basic	\$59.95 Extra	TI Basic	Radio Shack Basic
Microprocessor	6502	6502	TI 9900	6809
TV & Monitor Connections	Standard	TV Only	TV \$49.95 Extra	TV Only
Accessible Machine Language	Yes	Yes	No YES	Yes
Color & Sound	Yes	Yes	Yes	Yes
Upper/Lower Case Characters	Yes	Yes	No YES	No
Operates with all Peripherals (Disk, Printer & Modem)	Yes	No	Yes	Yes
Full Screen Editor	Yes	Yes	No YES	No
English Language Screen Messages	Yes	No	Yes	Yes
Micro Soft Basic	Standard	N/A	N/A	\$99.00
RS232 Interface	\$49.95	\$219.95	\$225.00	\$19.95
Data Cassette	\$75.00	\$89.95e	\$89.95e	\$59.95
Telephone Modem with Interface	\$110.00 (Jan.)	\$399.95	\$450.00	\$154.95
Self-Teaching Computer Guide	Standard	\$5.95	Standard	Standard
Price Comparison If Complete Computer & Major Accessories	\$559.90	\$1175.70	\$1339.90 \$114.90	\$727.85

*Manufacturers suggested retail price Sept. 1, 1981
e-estimated

COMMODORE

DISTRIBUTION LIST

CLIENT:

K. Spencer
M. Tomczyk ✓
B. Wade
D. Marco
E. Silverglide

AGENCY:

R. Brauche
R. Brusini
R. Calabrese
J. Calene
B. Chennette
M. Clarke
M. Cotter
K. Emerson
G. Faver
P. Katz
J. Kelly
H. Kornhauser
S. Maizel
K. McKenzie
J. Melito
A. Smith
S. Turk
A. Toft
S. Weinstein
B. Carter
D. Lauve

Kornhauser & Calene, Inc.

100 PARK AVENUE, NEW YORK, NEW YORK 10017

CALL REPORT

Client: Commodore

Number: Co-op #4

Place: King of Prussia

Date: December 11, 1981

Date: December 10, 1981

For Client: D. Marco, E. Silverglide

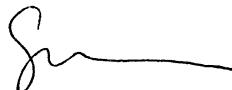
For Agency: S. Maizel

PURPOSE:

- 1) To review changes in copy of Advertising Worksheet and to present estimate for re-run.
- 2) To review Co-op Advertising Manual for re-run.
- 3) To discuss means of expediting placement of Co-op ads via Advertising Worksheet procedure.

ACTION

- 1) The Advertising Worksheet is to be revised to include:
 - a) A provision for alternate media.
 - b) At the end of the first paragraph, the following "We further agree that Commodore is to invoice us for any balance due in excess of our Co-op accrual.
 - c) At the end of the last paragraph: "The above advertising is to be placed at the CAP rate where available, or the lowest possible rate, adjusted to include the usual agency commission."
 - d) Estimate for the Advertising Worksheet re-run, dated 12/10/81 was presented for approval. Client to advise.
- 2) The entire Co-op Advertising Manual was reviewed and revised. The client is to have a rough draft by Tuesday, 12/15 for editing and approval.
Agency is to prepare paper dummy of proposed manual, estimate production time and costs for lots of 2000, 5000, and 10,000.
- 3) Agency is to prepare a 13 week proposed Co-op Advertising Media Schedule, proportioned to markets as in the Media Schedule dated December 2. The purpose of this Co-op Media Schedule is to expedite the region's use of accrued Co-op via The Advertising Worksheet procedure. Where lesser amounts have accrued, less will be spent or dealers will be invoiced for the difference.





FOR IMMEDIATE RELEASE

Contact: David A. Kaminer

or Paul M. Fleming

(215) 337-7100

PHOTO CAPTION

THE VIC 20 personal computer from Commodore Business Machines is the world's first full-featured color computer. The VIC 20 connects to any color television or monitor, and is the ideal entry-level computer and game machine. The VIC 20 features color, sound, and high resolution graphics.



Commodore Business Machines Inc. -- Computer Systems Division

681 Moore Road, King of Prussia, PA 19406 (215) 337-7100



COMMODORE INTRODUCES THE VIC-20

With the Strongest Ad Launch in Category History

Over \$1,000,000 each month will be spent in primetime television "specials" including such exciting events as the Cooney-Holman fight, the Kentucky Derby, the Indianapolis 500, Wimbledon Tennis, The American Movie Awards, and Dean Martin specials and lots more.

Backing up these major events will be a solid schedule of network programs such as Hill Street Blues, CHIPS, Maverick, Real People, Saturday Night Live, the Tonight Show, Hart to Hart, 20/20, Today's FBI, ABC and NBC Sunday Night Movies and ABC Monday Night Movie. In addition, this schedule will also include sports programming such as the Wide World of Sports, College Basketball (ACC Finals), Saturday Top Rank Boxing and the ESPN Cable Sports Network - reaching into every major market with 24 hour sports coverage.

This dramatic launch, which kicks off with the Grammy Awards on February 24th and runs through June 30th, will deliver over 800 million impressions. This means that the VIC-20 message delivered by William Shatner will reach 19 out of every 20 homes in America over eight times.

Think of it. Every potential customer will see William ("Star Trek") Shatner telling them "not to settle for just a video game, but to invest in the Wonder Computer of the 80s."

In addition to this television effort, the VIC-20 will be supported by a major print schedule among targeted hobbyist and general interest magazines.

The VIC-20 program represents the largest advertising launch in the history of the category. In the opening four months alone, the Commodore VIC-20 will receive almost twice the advertising support which Intellivision spent in their entire introductory year.

Make the Commodore VIC, The Wonder Computer of the 1980s, your profit maker of the 80s.

ENTERTAINMENT SPECIALS:

- The Grammy Awards: The record industry awards, live on CBS, reaching over 25 million young adults and parents.
- Night of 100 Stars: Over 150 major stars perform at a \$1,000 per ticket gala at New York's Radio City Music Hall. In addition to William Shatner, such stars as Princess Grace and James Cagney will balance nostalgia with contemporaries Brooke Shields and the Doobie Brothers. Also, Sammy Davis Jr., Lena Horne, Tony Bennett, Linda Evans, the Harlem Globetrotters and more. Perhaps the greatest TV special ever!
- American Movie Awards: The public votes in almost every theatre in America for their favorites. The results are announced to over 15,000,000 homes on this NBC special.
- American Country Music Awards: Every year, this tribute to the best in Country Music reaches more and more people. Last year, over 17 million households and 30 million people tuned in. This year ~ more.
- Dean Martin Special:
- Bob Hope Special: The only question is, which of these specials will be the first to reach 18 million homes. Both will come close.

SPORTS SPECIALS:

- Cooney/Holmes Fight: "Greatest fight in the last ten years". To be delayed telecast in primetime (10-11pm). Over 15 million homes will be tuned to this telecast.
- Kentucky Derby: Live from Churchill Downs, this first "jewel" in racing's Triple Crown will reach one out of every seven TV households.
- Preakness: The second "jewel" in the Triple Crown will reach over 11 million TV households. Next to key football and baseball games, the Derby and Preakness rank as TV's highest rated weekend sports event.
- Indianapolis 500: The auto race of the year. More people will watch this race than all other auto racing combined.

SPORTS SERIES:

- Wide World of Sports: Television's #1 Sports Series, reaching into over 6 million households every weekend.
- Saturday Afternoon Baseball: Network television's only weekend baseball, reaching about 6 million households every Saturday.
- Plus: Superstars of Sports, WBC Boxing, Wimbledon Tennis.

REGULAR SERIES:

- Hill Street Blues: The current Emmy Award Winner. Over 15,000,000 homes watch each week.
- NBC Sunday Movie: Reaches more affluent men than almost any other TV show.
- CHiP's: The favorite among teens. Over 3½ million tune in to every episode.
- Real People & McClain's Law: Top hits selected for their appeal to young adults and their parents.
- 20/20: The way to reach upper income families in primetime. Eight million men and over 2.5 million teens watch each edition.
- ABC Monday Movie: No ordinary movie - this is Clint Eastwood in the Enforcer. A good bet to be the highest rated TV Movie this year (maybe 20,000,000 homes), primarily among the young.
- Hart to Hart: ABC's runaway hit. One out of 5 homes will watch.
- Tonight Show: Almost 6 million households can't be wrong.
- Saturday Night Live: Reaches more teens than any two primetime shows.
- Plus: Today's FBI, ABC Sunday Movie, SCTV, NBC Late Sunday Movie and more.
- Plus: ABC World News Tonight, Nightline, Sunday Early Evening & Late Evening World News: Television's leading news programs among young adults and their parents.
- ESPN: The Cable Sports network, reaching into every major market with 24 hour sports coverage. Over 13,000,000 homes can receive ESPN.

NATIONAL MAGAZINES

HOBBYIST

- BYTE
- CREATIVE COMPUTING
- COMPUTE
- INTERFACE AGE
- PERSONAL COMPUTING
- POPULAR COMPUTING

TRADE

- COMPUTER RETAILING
- COMPUTER MERCHANTISING
- CONSUMER ELECTRONICS
- LEISURE TIME ELECTRONICS

GENERAL

- DISCOVER
- OMNI
- SCIENTIFIC AMERICAN
- SCIENCE DIGEST
- SCIENCE '82
- SENIOR SCHOLASTIC GROUP
- TECHNOLOGY ILLUSTRATED
- VIDEO

... AND MORE TO COME ...

Kornhauser & Calene, Inc.

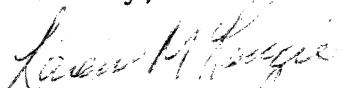
December 7, 1981

Ms. Edythe Silverglide
Commodore Business Systems
681 Moore Road
King of Prussia, PA 19406

Dear Edythe:

Here are some more analyses of competitive print ads. There is a new IBM Personal Computer ad directed to the home market and one directed to the hobbyist market. There's also an Atari ad with a new positioning and an Odyssey ad with a positioning that's very similar to the one we originally proposed for the VIC-20.

Sincerely,



Karen McKenzie
Account Executive

CC: Kit Spencer
Bill Wade
Michael Tomczyk ✓
Jody Miller

IBM Personal Computer

Here's a new IBM ad for the Personal Computer that appeared in the November 22 New York Times Magazine section. While this ad retains the simple, easy-to-read style we've already seen in the earlier IBM ads (the Introductory Ads, and the Small Business Ad) this one is clearly directed to the home market for computers.

The overall premise of the ad is that an IBM personal Computer can be as useful at home as in the office. The headline ("Dad, can I use the IBM computer tonight?") and much of the body copy is directed to children's use of the computer. It suggests that your children will want to use the computer and that letting them may give them an edge. Among the implied benefits are better school work, because the child can use the work processing program for writing reports, and "computer smarts" that may extend to learning BASIC or Pascal programming.

Interwoven with the promised benefits for your children, are promised benefits for you. These include using the computer to help with family budget planning, to count "anything from interest paid to calories consumed"; to tap into the Dow Jones data bank; and to create business reports.

The ad sums up these claims by saying "Ultimately an IBM Personal Computer can be one of the best investments you make in your family's future." It then mentions price briefly ("Starting at \$1600...") & goes on to cover the retail outlets - Computerland, Sears, and IBM Product Centers - where you can see the IBM.

IBM Hobbyist Ad

Here is the first IBM hobbyist ad we've seen. This 4 color spread appeared in the December, 1981 issue of Byte. It's more technically oriented than the other IBM ads, as is appropriate for the medium. The dominant visual is a dark surface with various parts of the computer - circuit boards, keyboard, screws, chips, etc, - spread out. Next to each major part there's a small amount of copy identifying the item and, in some cases, giving a few details. This allows the ad to provide a fair amount of technical data without using a chart. The overall effect is informal tech - like looking at someone's workbench.

On the right hand side there's a cream oblong that carries the headline, a small amount of body copy, and a picture of an IBM system (CRT, diskdrive, and keyboard). The headline is "Because we put what you want into it, you get what you want out of it". Given that the ad is directed to the computer person, not the businessman, the copy is still easy-to-read and approachable. The overall theme is: here are the pieces that let the IBM offer you many advanced capabilities.

The ad addresses software briefly by mentioning BASIC, IBM DOS, and device driver routines. It goes on to say that the "...software story is still being written. Maybe by you.", and inviting the reader interested in contributing to write to the IBM Personal Computer software department.

The ad used two simple visuals: a cartoon sketch of a boy talking to his father, and a color photo of a smiling boy sitting behind an IBM system. It's light, airy, and uncrowded.

Atari

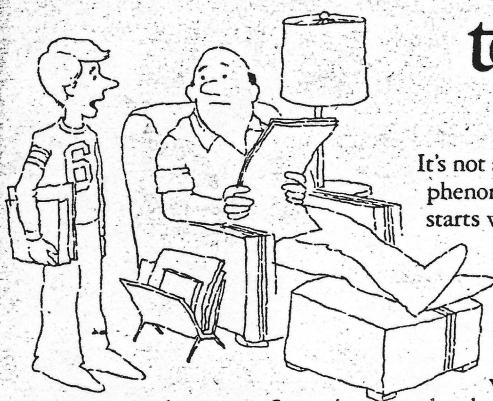
The attached Atari print ad takes a somewhat different position from the ads we have seen previously. It may represent either a new direction for the Atari campaign or a separate budget. The prior ads dealt almost entirely with Atari as a home video game; the bodycopy discussed the features of individual video games; and the visuals were dominantly of game screens. This new ad provides an historical perspective of Atari. About one - third of the copy is devoted to Atari's beginnings, and current place, in the coin video game field; another third is devoted to Atari's home videogames; the remaining third to Atari's home computers.

The ad is a 4-color spread. The left-hand page bears the headline "Discover Atari" and a picture of a hand holding a prism inscribed "Atari" with light beams shooting forth. The right - hand page is ruled into three columns - one each for coin video games, home video games, and home computers. Each column is illustrated with an inset picture of the corresponding product. It closes with the sub-head "Discover how far you can go".

ODYSSEY Computer

The attached Odyssey ad is a print interpretation of the T.V. theme "The excitement of a game. The mind of a computer." The headline, the visual, and most of the body copy highlights the features of the 'K.C. Munchkin' maze game. The visual is in 4-color. It shows a dramatization of the Munchkin maze and has an inset photo of the Odyssey keyboard attached to a T.V. set.

"Dad, can I use the IBM computer tonight?"



It's not an unusual phenomenon. It starts when your son asks to borrow a tie. Or when your daughter wants to

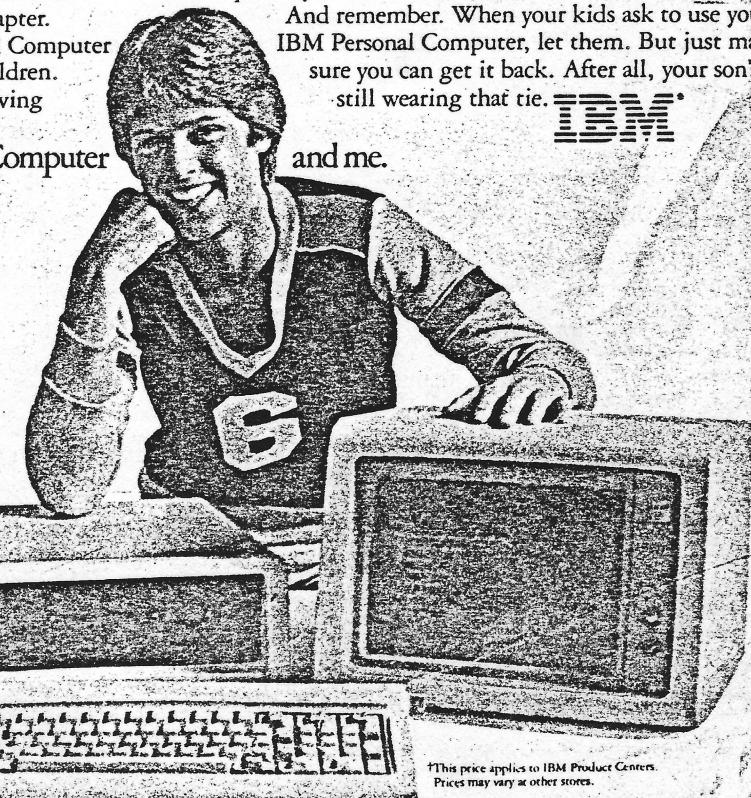
use your metal racquet. Sometimes you let them. Often you don't. But when they start asking to use your IBM Personal Computer, it's better to say yes.

Because learning about computers is a subject your kids can study and enjoy at home.

It's also a fact that the IBM Personal Computer can be as useful in your home as it is in your office. To help plan the family budget, for instance. Or to compute anything from interest paid to calories consumed. You can even tap directly into the Dow Jones data bank with your telephone and an inexpensive adapter.

But as surely as an IBM Personal Computer can help you, it can also help your children. Because just by playing games or drawing

The IBM Personal Computer



colorful graphics, your son or daughter will discover what makes a computer tick—and what it can do. They can take the same word processing program you use to create business reports to write and edit book reports (and learn how to type in the process). Your kids might even get so "computer smart," they'll start writing their own programs in BASIC or Pascal.

Ultimately, an IBM Personal Computer can be one of the best investments you make in your family's future. And one of the least expensive. Starting at less than \$1,600[†] there's a system that, with the addition of one simple device, hooks up to your home TV and uses your audio cassette recorder.

To introduce your family to the IBM Personal Computer, visit any ComputerLand[®] store or Sears Business Systems Center. Or see it all at one of our IBM Product Centers. (The IBM Data Processing Division will serve business customers who want to purchase in quantity.)

And remember. When your kids ask to use your IBM Personal Computer, let them. But just make sure you can get it back. After all, your son's still wearing that tie.



and me.

[†]This price applies to IBM Product Centers.
Prices may vary at other stores.

Green phosphor screen
High resolution (720h x 350v)

Combination monochrome adapter
and parallel printer interface
Upper/lower case
80 characters x 25 lines

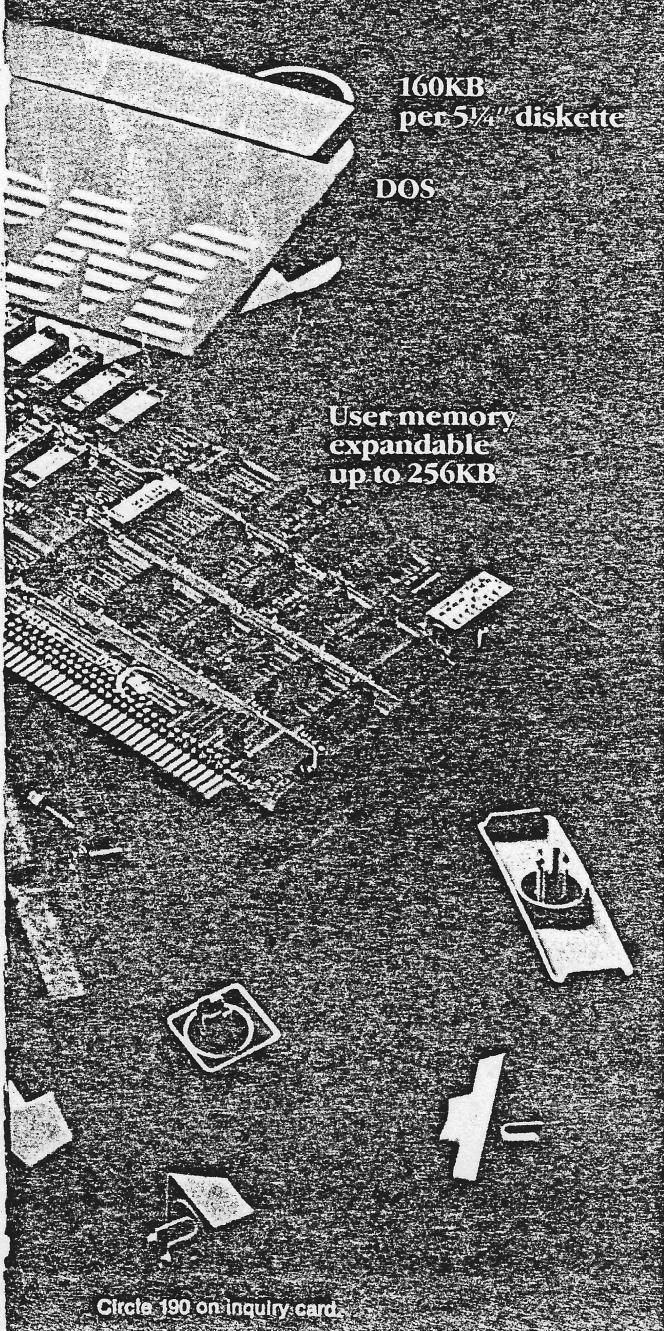
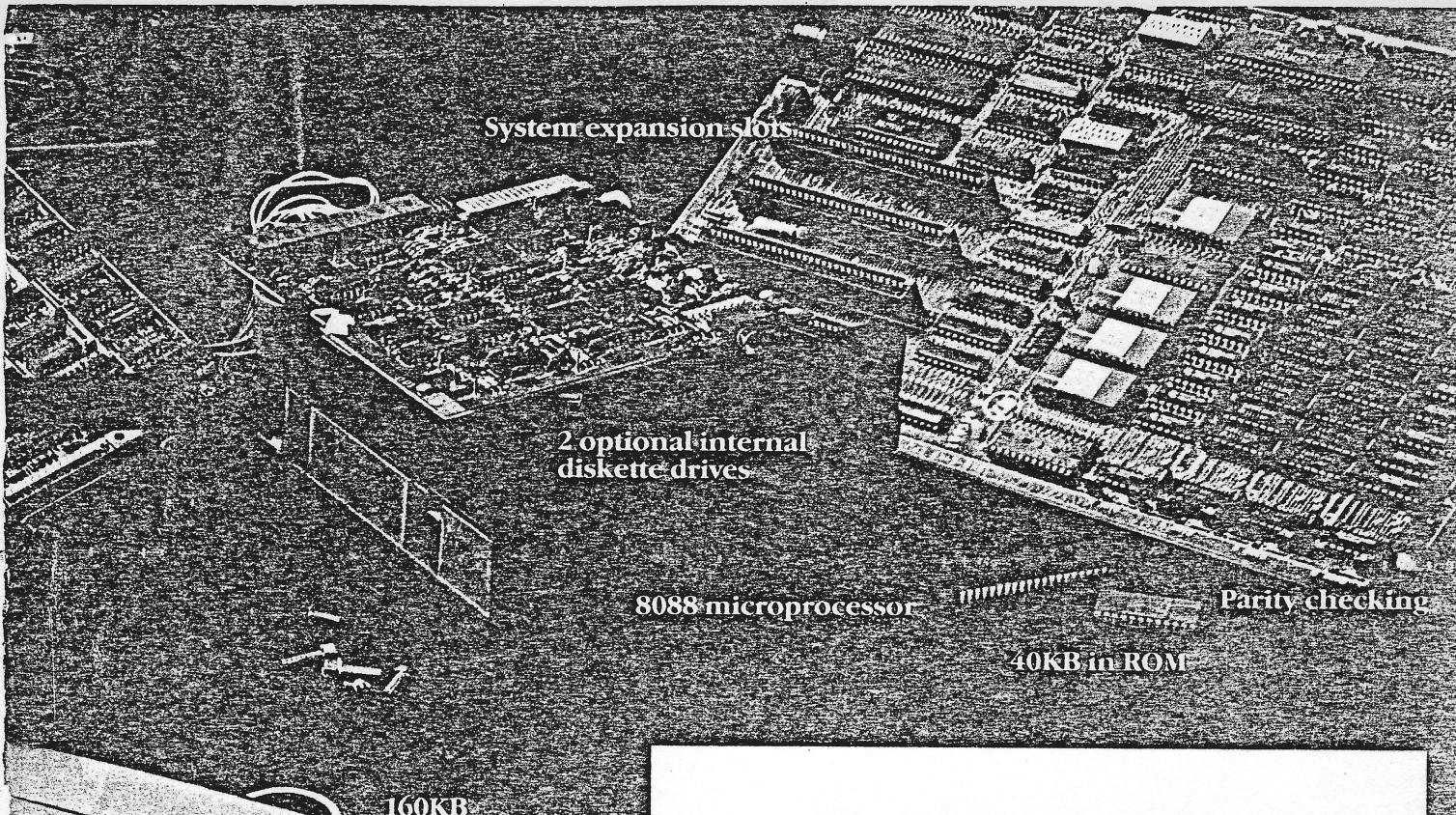
2 1/4" integrated speaker

RS232C interface
Up to 9600 bits per second

6' cord to system unit

Microprocessor-
controlled keyboard

Tactile feedback
10 function keys
10-key numeric pad



Circle 190 on Inquiry card.

Because we put what you want into it, you get what you want out of it.

We unwrapped our new package for you, bit by bit. It's all here. And you're looking at it.

From the 8088 microprocessor that gives you the speed and capacity to the RS232C serial communications interface that gives you the world.

All told, no other personal computer offers as many advanced capabilities. Read all about them in the Technical Reference Manual available at your IBM Personal Computer dealer.

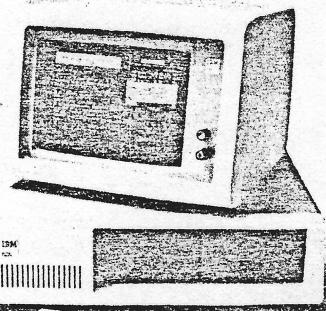
Software? Enhanced BASIC in ROM. IBM Personal Computer DOS. Plus a documented set of our device driver routines. For high level languages, exactly what you want.

But our software story is still being written.

Maybe by you.

If you're interested, start by writing to: IBM Personal Computer Software, Dept. 765, IBM Corporation, Armonk, New York 10504.

IBM[®]

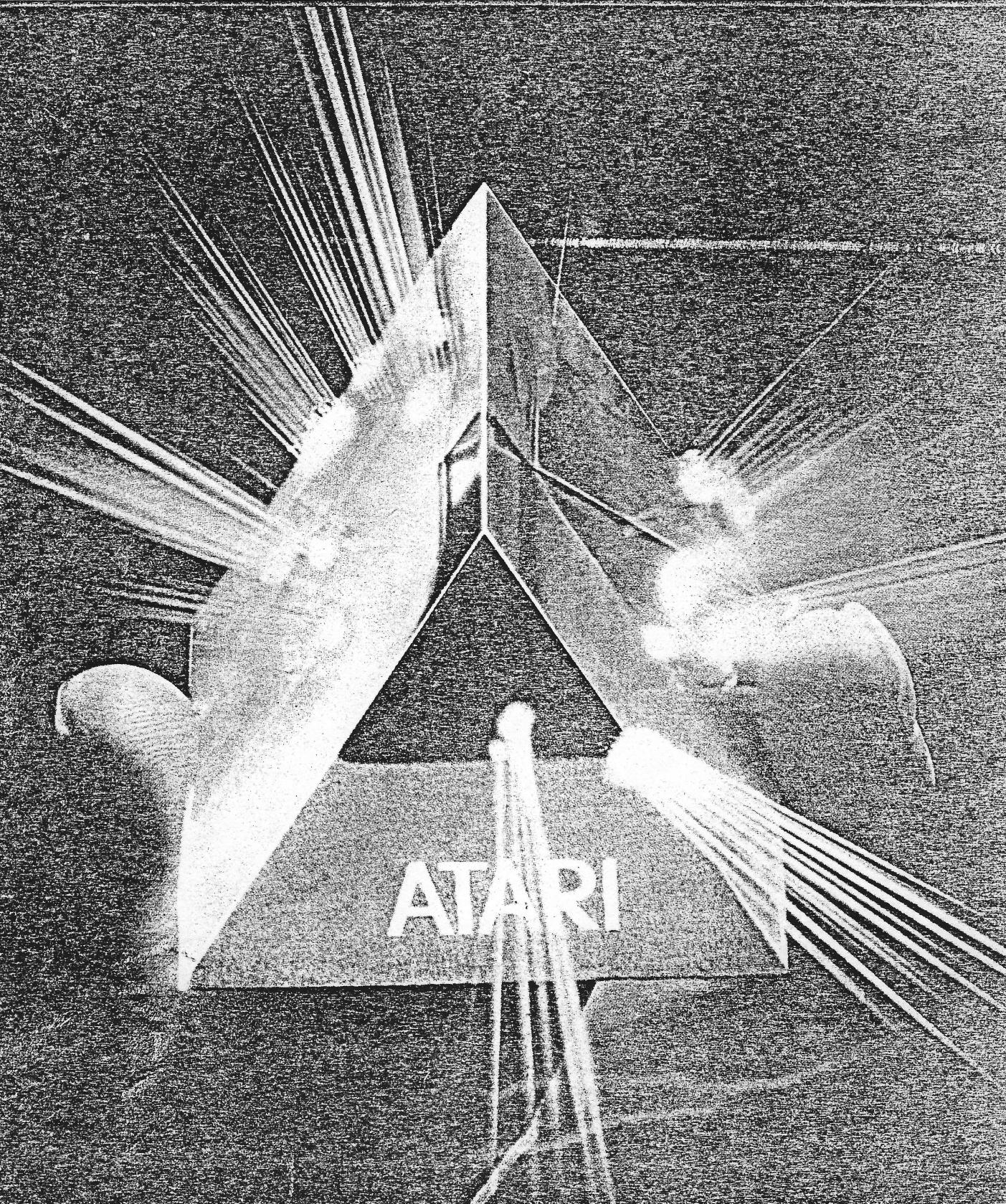


The IBM Personal Computer

DISCOVER ATARI®

The Atari logo, a stylized diamond shape composed of two overlapping triangles, is centered in the image. The word "ATARI" is printed in a bold, sans-serif font inside the diamond's outline.

ATARI

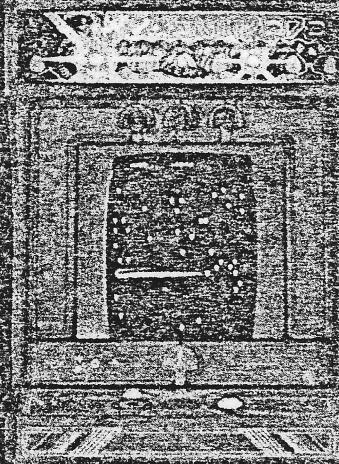


DISCOVER ATARI COIN VIDEO GAMES.

Every so often, a company comes along that literally challenges the way we think.

ATARI is just such a company. It all started in the early 1970's with deceptively simple yet totally engrossing coin video games.

A handful of ATARI engineers and programmers had packed a galaxy of motion and logic into an affordable dime-sized micro chip.

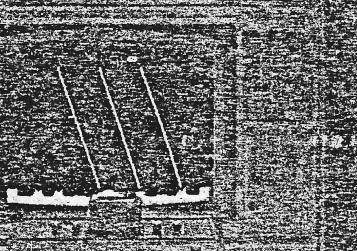


As our technology began to expand, our games became more challenging.

Today we offer games like Asteroids, Centipede, Tempest, involving you, Stimulating you, Taking you to the furthest reaches of your imagination.

ATARI is now a worldwide leader of this fast-growing business. But it's just part of a much larger world waiting to take you even further.

DISCOVER ATARI HOME VIDEO GAMES.



As our technology grew, so did the vision of our engineers and programmers.

Seizing upon the popularity of our coin video games, we developed a device that could play these games at home, by means of convenient, interchangeable cartridges.

Within no time, we opened your eyes to the world's most popular home video games.

Extraordinarily exciting games like Breakout, that tempt you with the challenge of a great escape; Missile Command and Space Invaders, that involve you in hundreds of intense experiences.

Today we offer over 40 interchangeable cartridges, each one bringing its own unique excitement to families all over the world.

ATARI home video games are now part of many households. A place where modern technology and old-fashioned family fun come together.

But there is still another facet of ATARI.

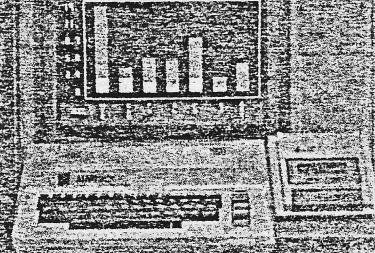
DISCOVER ATARI HOME COMPUTERS.

Perhaps this is the most important facet.

Utilizing the vast potential offered by computer chip technology, ATARI transformed the computer into an appliance that you can use at home. At a price you can afford.

The result? The ATARI 400 and ATARI 800 Home Computers.

Exceptional examples of how ATARI has taken sophisticated technology and simplified it so that you can tap into a world of information, compose music, play advanced games, and master your finances at the touch of a button.



And this is just the beginning. With ATARI's remarkable ability to humanize technology, we will continue to grow and expand and broaden.

Creating new worlds of fantasy and challenge.

So come with us. Discover with us. Because like us, you'll find the limits you have today will just be memories tomorrow.

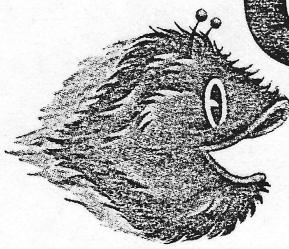
Asteroids, Centipede, Tempest, Missile Command, 400, 800 are trademarks of ATARI Inc.

® Trademark of Data America Corporation.
© 1981 ATARI Inc.

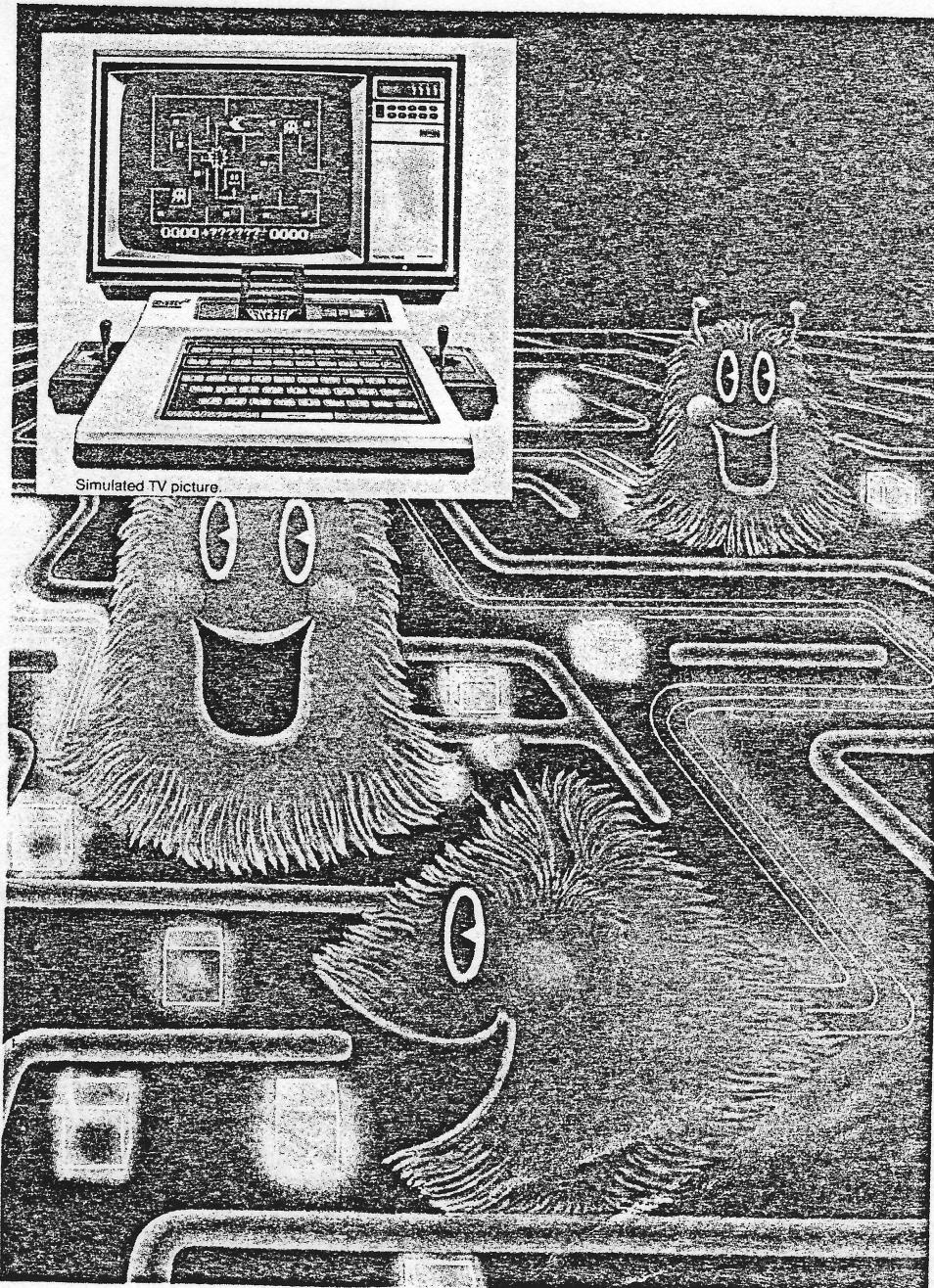


DISCOVER HOW FAR YOU CAN GO.

ON YOUR MARK, GET SET, MUNCH.



With new K.C. Munchkin from *Odyssey*²,
you don't destroy your enemies, you simply eat them.



Simulated TV picture.

How many Munchies can your Munchkin munch before your Munchkin's all munched out? Play K.C. Munchkin and see!

It's fun. It's exciting. It's challenging. Your whole family will love it!

A Munchkin, three Munchers and 12 Munchies float in a maze with a rotating center. The more Munchies your Munchkin munches, the more points you get. The more points, the faster the computer makes the game go. And the more skill you need to score and to keep your Munchkin from getting munched by one of the Munchers!

The better you play, the greater the challenge!

You can play a different maze every time by letting the computer generate them. Or use the *Odyssey*² keyboard and program your own. There's virtually no limit to the number of mazes you can create. There are even invisible mazes for when you're ready to turn pro.

Choose from more than 40 arcade, sports, education and new Master Strategy™ games. See *Odyssey*² today. It's waiting for you now at your video games or *Odyssey*² Magnavox dealer.

*Odyssey*²...video game fun, computer keyboard challenge. All for the price of an ordinary video game.

© 1981 N.A.P. CONSUMER ELECTRONICS CORP.
A NORTH AMERICAN PHILIPS COMPANY



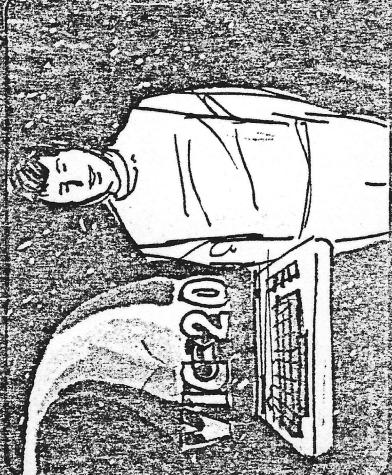
The excitement of a game.
The mind of a computer.



The VIC-20



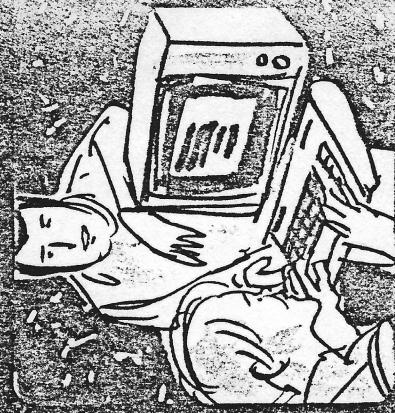
So expandable, it's the only computer you'll need for years to come.



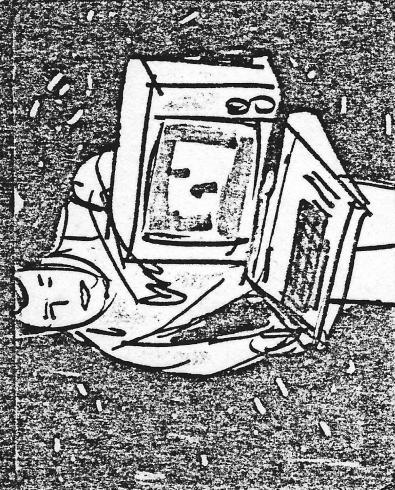
The Commodore VIC-20. For under \$300, it's the best computer value in the world today.



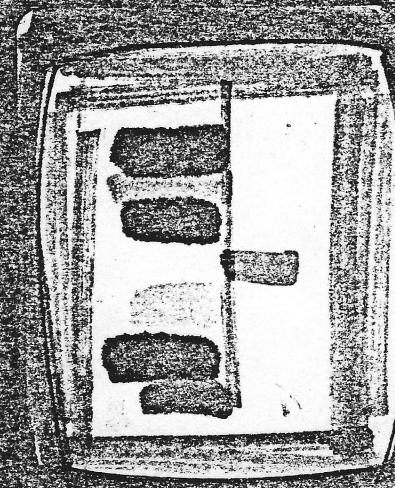
SHATNER (ON): The wonder computer of the 1980's is here.



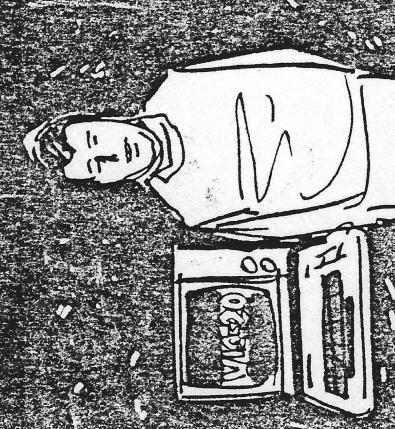
children can learn computing
at home



and look ...



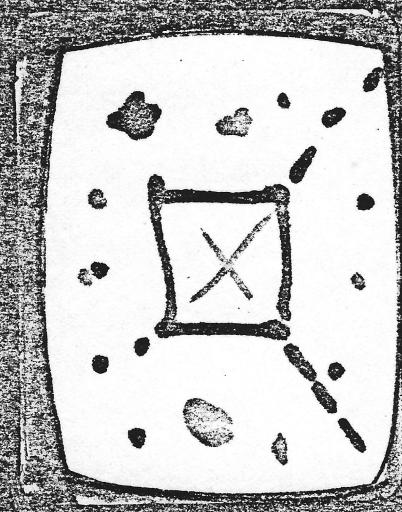
with business planning



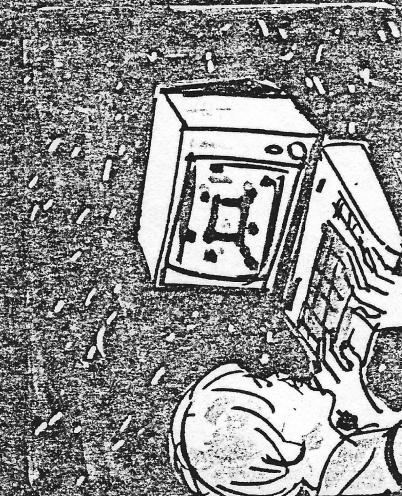
can help you



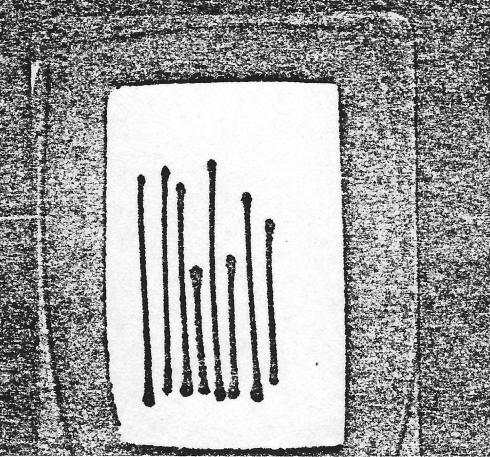
Invest in the Wonder Computer
of the 1980's



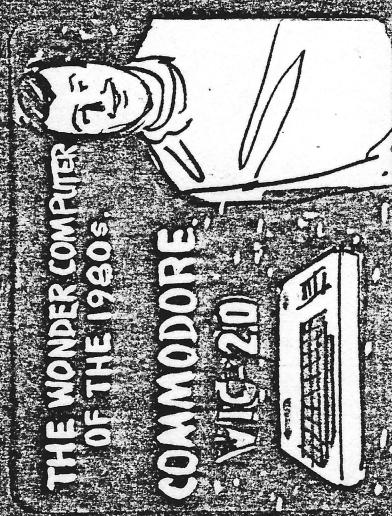
the VIC-20 is great.



and when it comes to space
games ...



with the same language taught
in school



The Commodore VIC-20

for under \$300

COMMODORE VIC-20

"THE WONDER COMPUTER
OF THE 1980s. UNDER \$300."

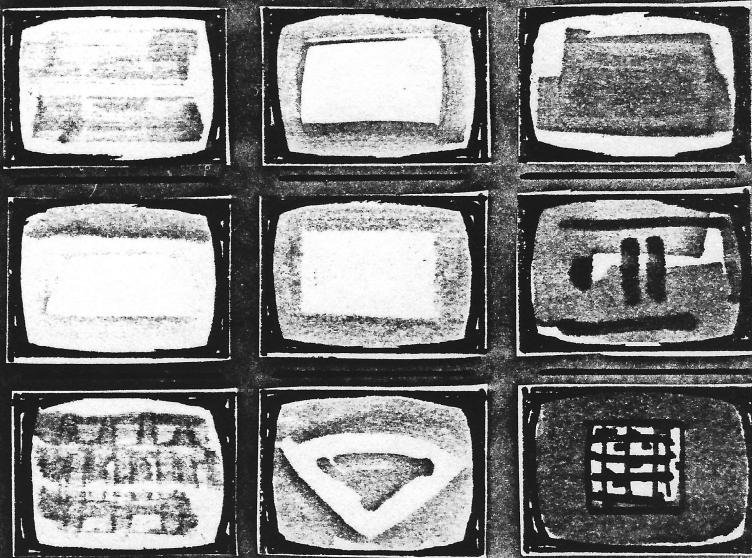
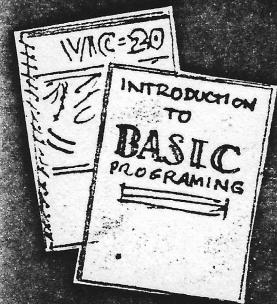
WILLIAM SHATNER



The best computer value
in the world. The only
computer you'll need
for years to come.



AN INVESTMENT that grows with your family needs.



VIC 20
COMMODORE
COMPUTER

MONEY SAVING OFFER

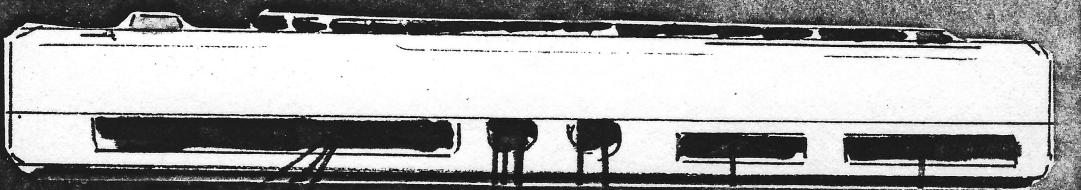
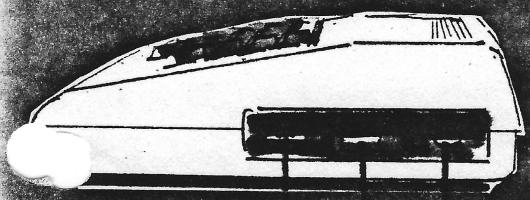
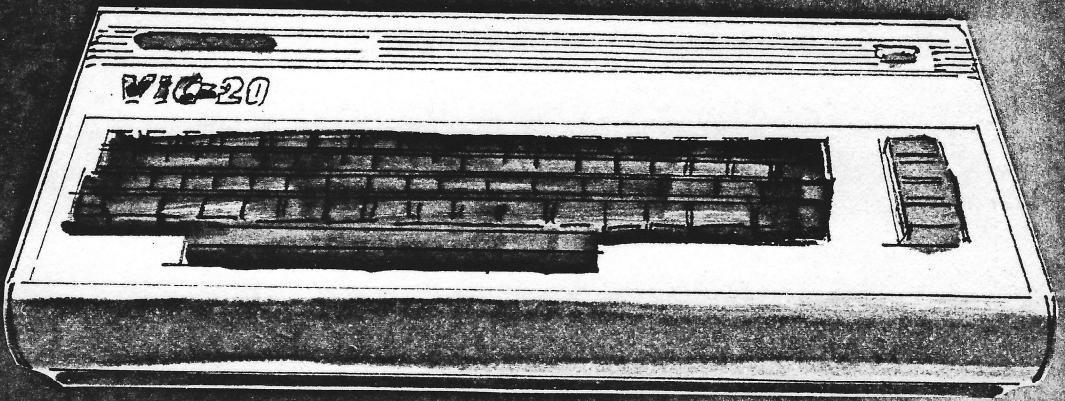
COMMODORE VIC-20



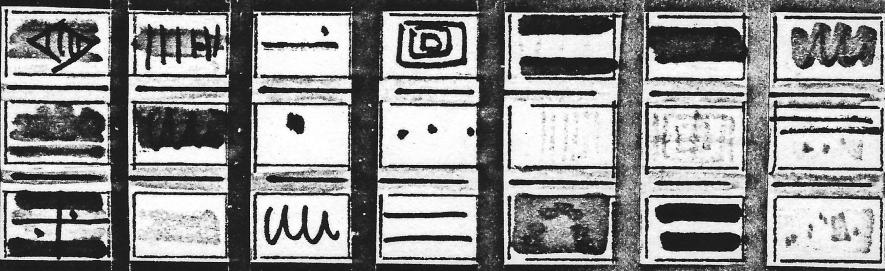
"THE WONDER COMPUTER OF THE 1980s. UNDER \$300.

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in the world today. The only
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PRODUCT FEATURES	COMMODORE VIC-20	ATARI 400	TI 99/4A	TRS-80 COLOR COMPUTER
PRICE	\$299.95	\$399.95	\$25.00	\$399.50
MAXIMUM RAM MEMORY	32K	16K	16K	32K
KEYBOARD STYLE	FULL SIZE TYPEWRITER STYLE	FLAT PLASTIC MEMbrane	HALF SIZE TYPEWRITER STYLE	CALCULATOR STYLE
NUMBER OF KEYS	66	57	40	53
PROGRAMMABLE FUNCTION KEYS	4	0	0	0
GRAPHIC SYMBOLS ON KEYBOARD	62	0	0	0
DISPLAYABLE CHARACTERS	512	256	64	256
MICROPROCESSOR	6502	6502	TI 9900	6809
ACCESSIBLE MACHINE LANGUAGE	YES	YES	NO	YES
UPPER/LOWER CASE CHARACTERS	YES	YES	NO	NO
OPERATES WITH ALL PERIPHERALS (DISK PRINTER AND MODEM)	YES	NO	YES	YES
FULL SCREEN EDITOR	YES	YES	NO	NO
MICROSOFT BASIC	STANDARD	N/A	N/A	\$99.00
TELEPHONE MODEM	\$110.00	\$399.95	\$450.00	\$154.95



VIC-20

COMMODORE
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